

KOREAN FILMS & COMPANIES AT SINGAPORE 2014



Korean Film Council

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KOFIC Introduction



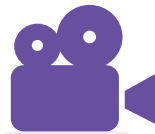
KOFIC Introduction

The Korean Film Council (KOFIC), a government-supported, self-administered body, strives to promote and support Korean Films both in Korea and abroad. KOFIC's primary objective is to promote and support the production of Korean films through funding, research, education and training. It also strives to actively participate in international markets on behalf of Korean films and to promote inter-cultural understanding through film-based cultural exchanges.

KOFIC Priorities

1. Establishment of plans to promote the Korean film industry.
2. Management of the Korean Film Development Fund.
3. Provision of support for the production, distribution and screening of films in order to ensure quality and greater diversification.
4. Management of film production facilities, including the KOFIC Namyangju Studios.
5. Support in the form of overseas marketing and promotion of international exchanges.
6. Research and development.
7. Education and training of film-related personnel.

Korean International Sales Companies at Singapore 2014



Mountain Pictures., Co., Ltd

(주)마운틴 픽처스



Mountain Pictures Co., Ltd. was established in 2009. It has introduced a range of diverse international and Korean films. In particular, we focus on releasing various types of films from arthouse to commercial titles. We also concentrate on introducing Korean films to the world.



Lotus Bus 2014

Human Drama

Director. JEON Soo-il

Cast. CHO Jae-hyun

Sang-ho's wife disappears when they take their honeymoon in Paris. He starts to discover the truth about her.



Mot 2013

Mystery Drama

Director. SEO Ho-bin

Cast. HO Hyo-hoon

The secret club holds their final meeting. After that day, one of them is dead. Four years later, they return to their last meeting place.



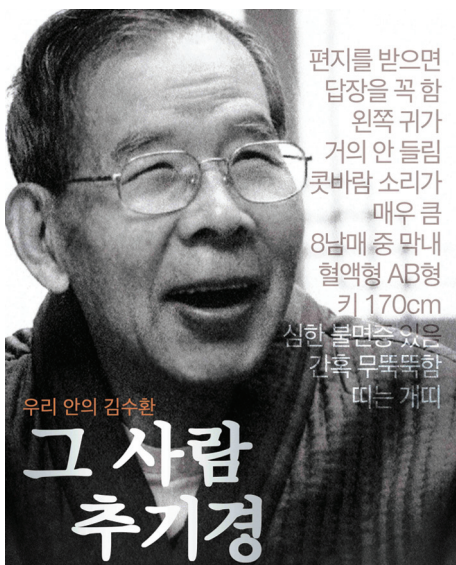
Compassion 2014

Human Drama

Director. SIN Sung-sub

Cast. LEE Chung-mi

One day, Hana hears that her best friend has killed herself. From then on, her life becomes entangled in awkward situations.



The Cardinal 2013

Human Documentary

Director. JEON Sung-woo / HWANG In-joon

Cast. KIM Soo-hwan

Our beloved Cardinal, Kim Soo Hwan. It's already five years since he died. But we still miss him. So we follow his last five days.

CONTACT IN SINGAPORE

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REPRESENTATIVE ATTENDING.

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WEBSITE. <http://www.mountainpictures.co.kr>

9ers Entertainment is a private company specializing in distribution, film acquisition, financing, and project development as we seek to significantly increase our diversified portfolio of intellectual property.



Snow in Sea Breeze 2015

Romance

Director. KIM Jung-kwon

Cast, PARK Hae-jin / LEE Young-a

A story about a man who is devoted to his true love.



How to Steal a Dog 2014

Family Drama

Director. KIM Sung-ho

Cast, KIM Hye-ja / GANG Hye-jung / LEE Re

CHOI Min-soo / LEE Chun-hee / LEE Hong-gi

All this little girl needs to do is to find a rich dog, steal it, wait for the reward posters to go up, and then collect the money for her family.



CART 2014

Drama

Director. BOO Ji-young

Cast, YUM Jung-ah / MOON Jeong-hee / KIM Young-ae

KIM Kang-woo / DOH Kyung-soo

Temporary women workers as docile as a lamb lock arms together against mighty money.



MY LOVE MY BRIDE 2014

Romantic Comedy

Director. LIM Chan-sang

Cast, JO Jung-suk / SHIN Min-a

Ordinary couple Young-min and Mi-young get married after 4 years of dating and they realize marriage is more than just fruit of love.

CONTACT IN SINGAPORE

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CJ ENTERTAINMENT

씨제이엔터테인먼트 (주)

CJ ENTERTAINMENT

Established over 19 years ago, CJ Entertainment is recognized as the premier motion picture studio in Korea and boasts the country's largest domestic film library: over 300 films with 20 new titles being added each year. With a network of affiliated companies engaged in businesses including motion pictures, cable TV, talent management, music publishing, online games, and more, CJ Entertainment is poised not only to continue as Korea's leading motion picture studio, but to be the leading media and entertainment group in Asia.



ODE TO MY FATHER 2014

Drama

Director. JK YOUN

Cast. HWANG Jung-min / KIM Yun-jin / OH Dal-soo

Amid the chaos of refugees fleeing the Korean War in December 1950, a young boy, Deok-su, sees his fate change in the blink of an eye when he loses track of his younger sister and he leaves his father behind to find her. Settling in Busan, Deok-su devotes himself to his remaining family, working all manner of odd jobs to support them in place of his father. His dedication leads him first to the deadly coal mines of Germany, where he meets his first love, Young-ja, and then to war-torn Vietnam in this generational epic about one man's personal sacrifices.



C'EST SI BON 2014

Drama / Romance

Director. KIM Hyun-seok

Cast. KIM Yun-seok / JUNG Woo / HAN Hyo-joo / KIM Hee-ae

In the late 1960s, 'C'est Si Bon' is the music bar where every acoustic band's dream lies, and Korea's leading folksongs were born. It is where Geun-tae, the naïve country boy met the young musical prodigies Hyung-joo and Chang-sik, and formed the band named after — the C'est Si Bon Trio. As the three young artists bicker over their music, beautiful socialite Ja-young enters the picture and becomes their muse, and a series of moving love songs comes from it. Geun-tae's pure-heartedness wins Ja-young over but when she accepts a once-in-a-lifetime opportunity for a shot at an acting career, they part ways. After 20 years, the untold story of their love, song, and youth at 'C'est Si Bon' is finally brought to light.



LOVE FORECAST 2014

Romance / Comedy

Director. PARK Jin-pyo

Cast. LEE Seung-gi / MOON Chae-won / LEE Seo-jin / JUNG Joon-young

Hyun-woo is a weather reporter known for her stunning looks and class on television. In real life, however, she's a boozehound who can shatter any and all preconceived notions of her in the blink of an eye. Dong-jin is the cold, married producer Hyun-woo loves. Hyo-bong is a sincere but dull photographer that goes on a blind date with Hyun-woo. At the center of it all is her childhood friend and schoolteacher Jun-su, whose deep and long simmering love for Hyun-woo leads him down some ridiculous paths. Soon Hyun-woo is forced to leave the city and sets out on a trip designed to help her sort out her true feelings for the three men. Will Dong-jin choose to maintain his perfect façade? Can Hyo-bong's sweet nature win her over for good? Is it the end for Jun-su and Hyun-woo? Who will she go back to?



VETERAN 2014

Action / Drama

Director. RYOO Seung-wan

Cast. HWANG Jung-min / YOO Ah-in / YOO Hae-jin

After an international auto theft sting, dimwitted detective Do-chul is treated to a night at a club where he meets Sun-jin Group third-in-line, Tae-oh, whose rude behavior rubs Do-chul the wrong way. Convinced Tae-oh is a drug addict, Do-chul tries to investigate, but is stopped by his boss. Meanwhile, Tae-oh runs into Mr. Bae—a truck driver that helped Do-chul with his auto theft case—and his 9-year-old son, protesting to get his overdue wages. After being humiliated and beaten for Tae-oh's amusement, Bae is hospitalized but his son finds Do-chul's business card and calls for help. Do-chul feels responsible and so decides to get Tae-oh, no matter what it takes and no matter how much Tae-oh tries to sabotage him.

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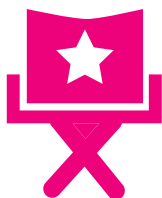
WEBSITE. <http://lineup.cjenm.com>

Korean Films at Singapore 2014



Korean Films at Singapore 2014

Asian Feature Film Competition





Screening Schedule

DEC 12(FRI) / 19:15
SHAW LIDO 7

Synopsis.

You earn as much as you work, and you live off that money. This simple proposition has always been a problem for Jung-cheol. At the soybean paste factory he went to work for in the bitter winter, he dreams of travelling to warm Philippines in spring; as long as he survives the winter making his portion of the soybean paste that he promised the boss. But the more he struggles to live, the worse it gets. And soon, the fermentation room turns musty with the black mold spreading from the thousands of ferment boiled soybean lumps.

Director.

PARK Jung-bum

Cast.

PARK Jung-bum, LEE Seung-yeon, PARK Myung-hoon, SHIN Heat-bit

Genre.

Drama

PARK Jung-bum / Director's Introduction.

Born in 1976, Seoul, Korea. With his first short film TEMPLEMENTARY (2000) and the second short 125 JEON SEUNGCHUL (2008), he was granted numerous prizes at many prestigious film festivals. Then he went on to serve as the assistant director on LEE Chang-dong's film POETRY (Best Screenplay at 2010 Cannes Film Festival) and in 2009, he completed his debut feature THE JOURNALS OF MUSAN, which made its world premiere at 2010 Busan Int'l Film Festival and won both the New Currents Award and the FIPRESCI Award. The film had received numerous awards including the Grand Prize at Marrakech Int'l Film Festival and Tiger Award at Int'l Film Festival Rotterdam. His second film ALIVE, presented through Jeonju Digital Project 2014, is the story full of pathos about a man who goes to Gangwon Province after being worn out working at a construction site.

Director's Filmography.

2010 THE JOURNALS OF MUSAN

- 15th Busan Int'l Film Festival I New Currents Award, FIPRESCI Award
- 10th Marrakech Int'l Film Festival I Grand Prize
- 40th Int'l Film Festival Rotterdam I Tiger Award, FIPRESCI Award
- 13rd Deauville Asian Film Festival I Jury Prize
- 4th Off Plus Camera Int'l Festival of Independent Cinema Kraków I Kraków Film Award

2008 125 JEON SEUNG-CHUL (Short)

- 7th Mise-en-scene Short Film Festival I Jury Special Prize

2000 TEMPLEMENTARY (Short)

- 17th Busan Asian Short Film Festival I Grand Prize, Audience Award

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Korean Films at Singapore 2014

Asian Vision



일대일

ONE ON ONE 2014

122min. / Feature / 2.35:1 / Color



Synopsis.

A high school girl is brutally murdered. One of the 7 men behind the girl's murder gets abducted by some highly trained soldiers on his way home. He gets tortured and forced to write a confession of the murder, then gets released. Regretting that he had once believed himself to be invincible, the man suffers from the terrors that now dominate him. However, he later learns that other assailants of the murder case had also been abducted, tortured, and even committed suicide. Getting suspicious of the people who abducted him, the man tails the next victim and discovers their hideout.

Director.

KIM Ki-duk

Cast.

MA Dong-seok, LEE In-kyung, YI Yi-kyung, AHN Jee-hye, LEE Eun-woo

Genre.

Drama

KIM Ki-duk / Director's Introduction.

Born in 1960. After studying art in Paris, KIM Ki-duk returned to Korea and began his career as a screenwriter. He made his directorial debut with a low-budget movie, CROCODILE, in 1996. Since then, KIM Ki-duk has been hailed by both critics and audiences for his hard to express characters, shocking visuals, and unprecedented messages. He continued on making internationally acclaimed films such as SAMARITAN GIRL (Silver Bear award for Best Direction in Berlin 2004), 3-IRON (Silver Lion Award for Best Direction in Venice 2004), ARIRANG (Un Certain Regard Prize in Cannes 2011). Most notably, PIETA has won the Golden Lion Award for Best Film at 2012 Venice Film Festival. In 2013, MOEBIUS was invited to Venice Film Festival again in the out of competition section.

Director's Filmography.

2013 MOEBIUS | The 70th Venice Film Festival | Out of Competition
2012 PIETA | The 69th Venice Film Festival | Official Competition Golden Lion Award
2011 AMEN | The 59th San Sebastian Int'l Film Festival | Official Competition
2011 ARIRANG | The 64th Cannes Film Festival | Un Certain Regard Un Certain Regard Prize
2008 DREAM | The 56th San Sebastian Int'l Film Festival | Official Competition
2007 BREATH | The 60th Cannes Film Festival | Official Competition
2006 TIME | The 41st Karlovy Vary Int'l Film Festival | Opening Film
2005 THE BOW | The 58th Cannes Film Festival | Opening Film for Un Certain Regard
2004 3-IRON | The 61st Venice Film Festival | Official Competition
Leone d'Argento Award (Special Award for Best Direction) and three other awards | Best Film of the Year by FIPRESCI
2004 SAMARITAN GIRL | The 54th Berlin Int'l Film Festival | Official Competition
Silver Bear Award (Best Director Award)
2003 SPRING, SUMMER, FALL, WINTER... AND SPRING
The 56th Locarno Int'l Film Festival (Official Competition)
Junior Jury Prize, Don Quixote Prize, CICA / ARTE PRIZE, NETPAC Award
2002 THE COAST GUARD | The 38th Karlovy Vary Int'l Film Festival | Official Competition
2002 BAD GUY | The 52nd Berlin Int'l Film Festival | Official Competition
2001 ADDRESS UNKNOWN | The 58th Venice Film Festival | Official Competition
2000 REAL FICTION | The 26th Moscow Int'l Film Festival | Official Competition
2000 THE ISLE | The 57th Venice Film Festival | Official Competition
1998 BIRDCAGE INN | The 49th Berlin Int'l Film Festival | Panorama
1997 WILD ANIMALS | The 17th Vancouver Int'l Film Festival
1996 CROCODILE

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좋은 친구들

CONFESSION 2014

114 min. / Feature / 2.35:1 / Color



Synopsis.

Childhood best friends, In-chul (JU Ji-hoon), Hyun-tae (JI Sung), and Min-su (LEE Kwang-soo), still maintain their strong ties. Hyun-tae, a paramedic, is married to a beautiful but mute wife and has a lovely daughter. In-chul works as an insurance agent and is known to be a hustler. Min-su runs a small business, and relies on his two good friends like family. One day, Hyun-tae's mother, who owns an illegal gambling arcade, asks In-chul to rob her business to get the insurance settlement. In-chul decides to take action for everyone's happiness.

Director.

LEE Do-yun

Cast.

JI Sung, JU Ji-hoon, LEE Kwang-soo

Genre.

Crime / Drama

LEE Do-yun / Director's Introduction.

Director LEE Do-yun has received much acclaim and recognition for brilliantly depicting the inner psychological conflicts between human relationships through his short films, <We, Trippers> and <Neighbor> and received awards at the 23rd Busan International Short Film Festival in 2006 and the 7th Mise-en-scene Short Film Festival.

Toronto International Film Festival 'City to City'

Eurasia International Film Festival 'Korean Cinema Days'

Indonesia Korean Film Festival 'Non-competition'

Director's Filmography.

<We, Trippers> 2006

<Neighbor> 2007

United Pictures

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18 : 우리들의 성장 느와르

18 - Eighteen Noir 2013

104 min. / Feature / 2.35:1 / Color



Screening Schedule

DEC 13(SAT) / 19:15

THE PROJECTOR

Synopsis.

Dong-do is normal high school student. One day, he becomes friends with his classmate Hyun-seung and his bullying clique. Cigarettes and harsh words belching out of their mouths attract him, and through engaging in violence, Dong-do becomes a part of the group and friendship grows. Meanwhile, he has a crush on Yeon-hee within the clique and the friendship unfortunately returns to him as a fear for violence.

Director.

HAN Yun-sun

Cast.

LEE Jae-eung, JANG Rae-goon, KIM Jong-yeop, LEE Ik-joon

Genre.

Drama

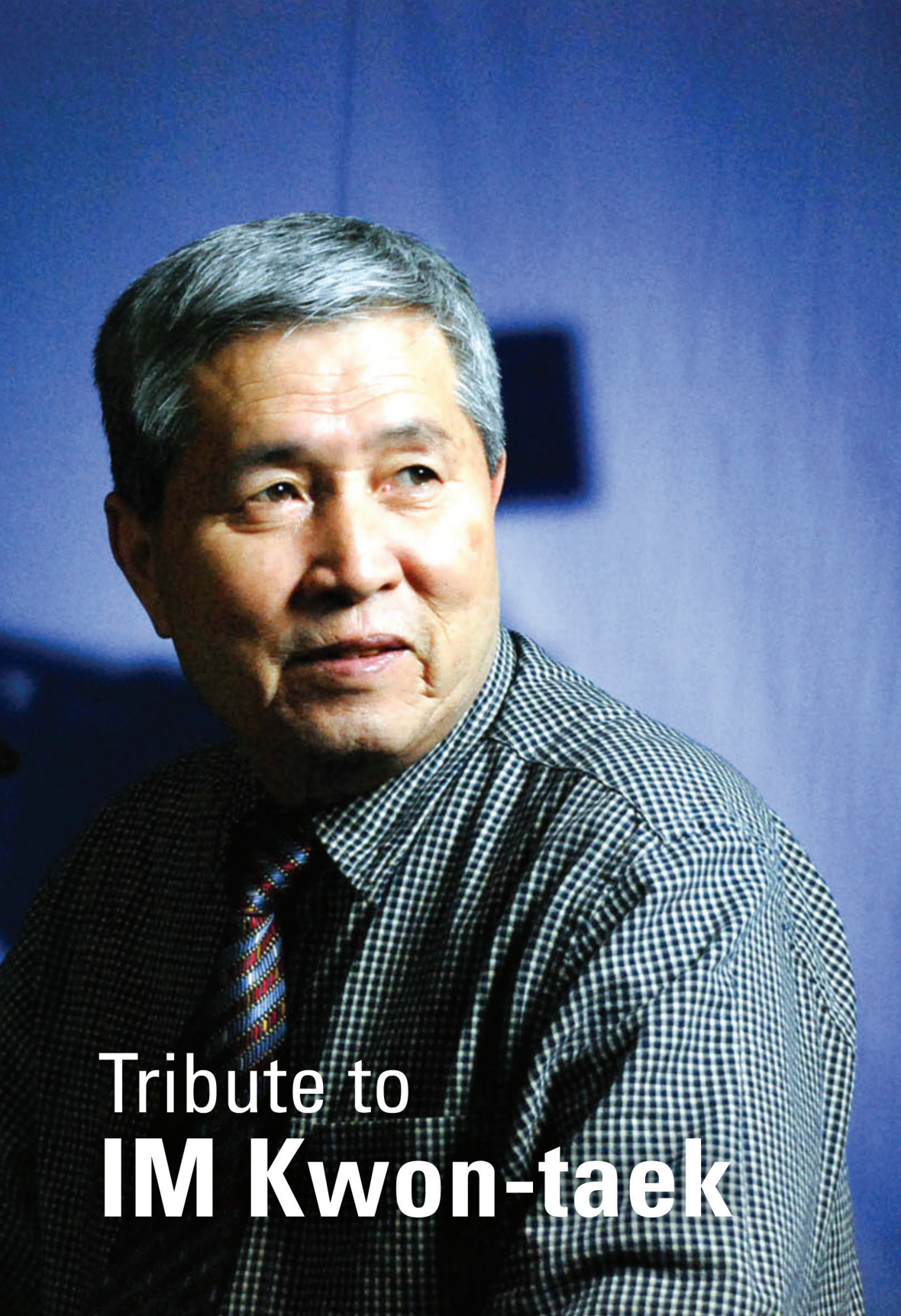
Director's Filmography.

18 - Eighteen Noir 2013 Director (Director)

18 - Eighteen Noir 2013 Staff (Screenwriter, Editor)

AMUSE

E-MAIL. amusefilm@gmail.com



Tribute to
IM Kwon-taek

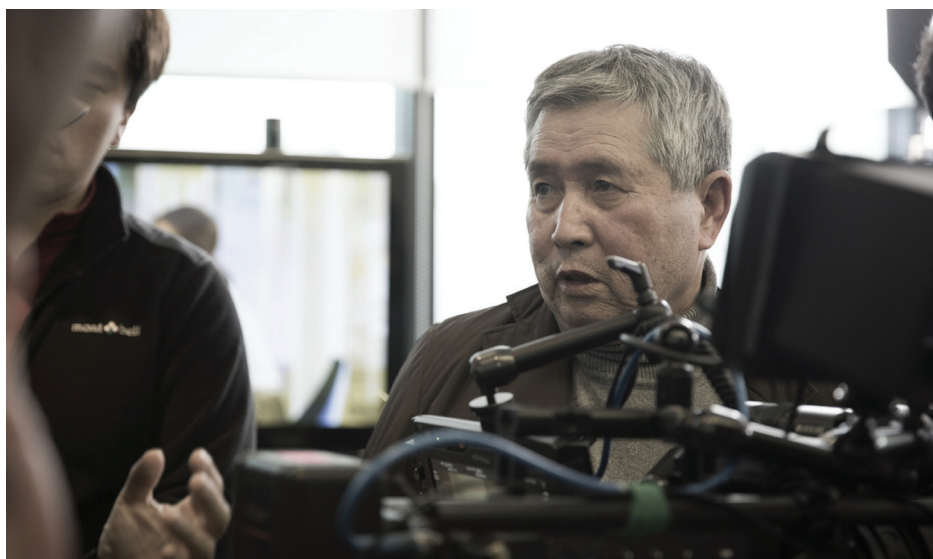
IM Kwon-taek / Director's Introduction

With numerous films spanning several decades, IM Kwon-taek is not only a live witness to the evolution of Korean Cinema, but also a filmmaker who can express Korean sensibility at great range and depth. From his 1962 film *FAREWELL TO THE DUMAN RIVER*, his career has followed the path of both Korean film history as well as Korea's modern history through the various genres including war, period-pieces and action he embraced and took with him throughout the Golden Ages of Korean Cinema during the 60s.

He subsequently shifted to a more auteuristic approach which earned him both critical and commercial acclaim. Numerous works of his were invited to international film festivals including an invite to competition for *MANDARA* at the 1982 Berlin Film Festival and to competition for *GILSODOM* at the 1986 Berlin Film Festival. Furthermore, *THE SURROGATE WOMAN* earned actress KANG Sooyeon an award for Best Actress at the Venice Film Festival in 1987. SEOPYEONJE replaced his own box office record in 1993 and opened the 1 million admissions era for Korean films for the first time in Korean cinema history. In 2002, CHIHWASEON finally gave him the well-awaited recognition as one of the masters of world cinema with an award for Best Director at the Cannes Film Festival and the Honorary Golden Berlin Bear at the 55th Berlin Film Festival in 2005.

And with his 100th film *BEYOND THE YEARS* in 2007, the world paid their respect to his body of work with France presenting him with an 'ordre national de la Legion d'honneur(Ordre of the Legion of Honour)', the Dubai International Film Festival with a 'Lifetime Achievement Award' and Korean directors with a 'Director of Directors Award'.

Film has been his life and his life, like a film to IM Kwon-taek, who has continuously been presenting the lives of 'people' and not just mere characters in his films. And through such process he has consistently communicated with the era he stands in while looking back at the past and posing significant questions. Now, as he is facing his 102nd challenge, he attempts at a more mature self-reflective perspective, expressing a sensibility that sets itself apart from its predecessors such as *LOW LIFE*, *BEYOND THE YEARS* and *HANJI* and meticulously explores the 'the fundamental existence of humans' in this highly anticipated upcoming feature project, *REVIVRE*.



SELECTED FILMOGRAPHY

1962 *FAREWELL TO THE DUMAN RIVER*

1973 *THE TESTIMONY*

13th Daejeong Film Awards – Special Awards

20th Asia Pacific Film Festival – Best Actress

1978 *GENEALOGY*

1981 *MANDALA*

20th Daejeong Film Awards – Best Director, Best Picture

32nd Berlin International Film Festival – Competition

19th New York Film Festival – Official Selection

1985 *GILSODOM*

36th Berlin International Film Festival – Competition

1986 *TICKET*

25th Daejeong Film Awards – Best Director

1986 *THE SURROGATE WOMAN*

44th Venice Film Festival – Best Actress

32nd Asia Pacific Film Festival – Best Picture, Best Director

1987 *DIARY OF KING YONSAN*

1989 *COME, COME, COME UPWARD*

1993 *SEOPYEONJE*

31st Daejeong Film Awards – Best Film, Best Director

14th Blue Dragon Film Awards-Best Film

1st Shanghai International Film Festival – Best Director, Best Actress

1994 *THE TAEBAEK MOUNTAINS*

44th Berlin International Film Festival - Competition

2000 *CHUNHYANG*

53rd Cannes Film Festival – Competition

20th Hawaii International Film Festival

– First Hawaiian Bank Golden Maile Award for Best Narrative

46th Asia Pacific Film Festival – Special Jury Award

5th Busan International Film Festival – Netpac Award

14th Singapore International Film Festival – Best Asian Director

2002 *CHIHWASEON*

55th Cannes Film Festival – Best Director

23rd Blue Dragon Film Awards – Best Film

2004 *LOW LIFE*

61st Venice Film Festival – Competition

2006 *BEYOND THE YEARS*

64th Venice Film Festival – Out of Competition

만다라

MANDALA 1981

117 min. / Feature / 2.35:1 / Color

Screening Schedule

DEC 13(SAT) / 11:00 / NATIONAL MUSEUM OF SINGAPORE

Synopsis.

Widely regarded as the film that established Im Kwon-taek's reputation as a leading auteur of Korean cinema, Mandala is about the relationship between two monks. Beob-wun is a young Buddhist monk haunted by the memories of his former lover, while Ji-san, the older monk, freely indulges in drink and worldly pleasures after having abandoned his Buddhist vows.

Like a road movie, the film charts a journey that Beob-wun and Ji-san take together, and the conversations they have. Based on a best-selling novel by KIM Song-dong, the film's examination of tradition, values and philosophical questions is a precursor to Im's later works, which further his exploration of similar themes.

- Singapore International Film Festival webpage



Director.

IM Kwon-taek

Cast.

CHON Moo-song, AHN Sung-ki, BANG Hee

Genre.

Drama

안개마을

VILLAGE IN THE MIST 1982

93 min. / 35mm / 2.35:1 / Color

Screening Schedule

DEC 11(THU) / 19:15 / NATIONAL MUSEUM OF SINGAPORE

Synopsis.

Su-ok (JEONG Yun-hui) is a young teacher who arrives from Seoul to teach at an elementary school in an isolated mountain village. As she gets off the bus, the village initially seems deserted, but to her surprise she finds a strange dishevelled man staring intensely at her.

She finds out that the vagabond is Kae-chul (AHN Sung-ki), an outsider like herself, in the close-knit village where everyone seems to be related to each other either by blood or marriage.

As the days pass, Su-ok soon discovers the entire village is harboring a sinister and shocking secret. In this dark tale of sexuality and hidden desire, IM Kwon-taek examines and questions the moral codes that bound and divide society and individuals, and the clash between tradition and our most animalistic instincts.

- Singapore International Film Festival webpage



Director.

IM Kwon-taek

Cast.

JEONG Yun-hui, AHN Sung-ki, PARK Ji-hun, JIN Bong-jin

Genre.

Drama

Tribute to IM Kwon-taek

화장

REVIVRE 2014

93 min. / 35mm / 2.35:1 / Color

Screening Schedule

DEC 14(SUN) / 14:00 / NATIONAL MUSEUM OF SINGAPORE

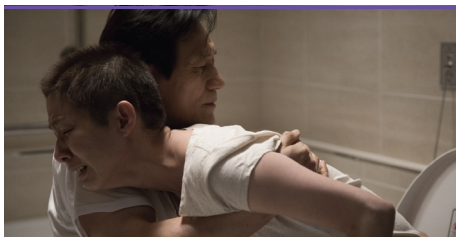
Synopsis.

Mr. OH who is in his mid-fifties loses his wife after a 4 year battle with cancer and proceeds with the funeral arrangements. An executive at a major cosmetics company, Mr. OH was an extremely devoted husband who took great care of his sick wife.

Subsequently, the funeral home becomes filled with guests including his subordinates who are obliged to bring authorization-required documents for Mr. OH with them. With the upcoming summer collection release, there are too many issues to deal with such as confirming advertisement copylines and body parts models, but fact is, Mr. OH is distracted by something or rather someone else who came as a guest clad in a black formal pants suit to the wake: his female subordinate whom he carried feelings for quite some time, CHOO Eun-joo.

Juggling between the tasks of tending to his ailing wife and demanding corporate duties, Mr. OH occasionally fantasizes about CHOO Eun-joo's body and making love to her. One late night, while he is in a cab, he catches a glimpse of CHOO Eun-joo passing by and immediately calls her up to meet, but his trial ends up failing.

Then one day, after the funeral, Mr. OH's is slapped with the realization that his wife was aware of his feelings for CHOO Eun-joo...



Director.

IM Kwon-taek

Cast.

AHN Sung-ki, KIM Qyu-ri, KIM Ho-jung

Genre.

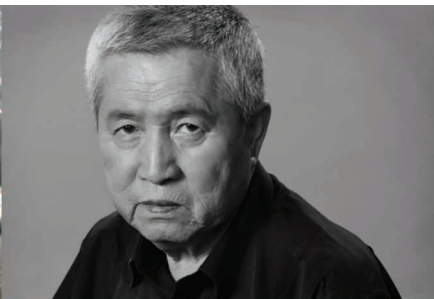
Drama

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Screening Schedule of Korean Films

★ GV = Guest Visit

Title	Date	Time	Venue	GV
CONFESSION 좋은 친구들	DEC 06, SAT	21:15	SHAW LIDO 4	
VILLAGE IN THE MIST 안개마을	DEC 11, THU	19:15	NATIONAL MUSEUM OF SINGAPORE	★
ALIVE 산다	DEC 12, FRI	19:15	SHAW LIDO 7	★
ONE ON ONE 일대일	DEC 13, SAT	16:30	THE PROJECTOR	
18-EIGHTEEN NOIR 18: 우리들의 성장 느와르	DEC 13, SAT	19:15	THE PROJECTOR	
MANDALA 만다라	DEC 13, SAT	11:00	NATIONAL MUSEUM OF SINGAPORE	★
REVIVRE 화장	DEC 14, SUN	14:00	NATIONAL MUSEUM OF SINGAPORE	★



An Overview of

Korean Film Industry 2013

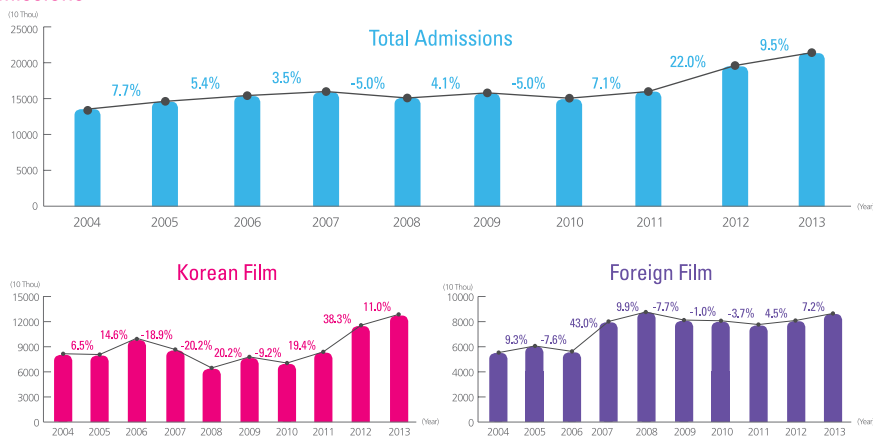
An Overview of Korean Film Industry 2013

In 2013, the Korean film industry generated KRW 1.88 trillion in overall revenue, the highest in its history. This result was fuelled by an increase in total ticket sales as well as a recovery of the ancillary market and overseas exports.

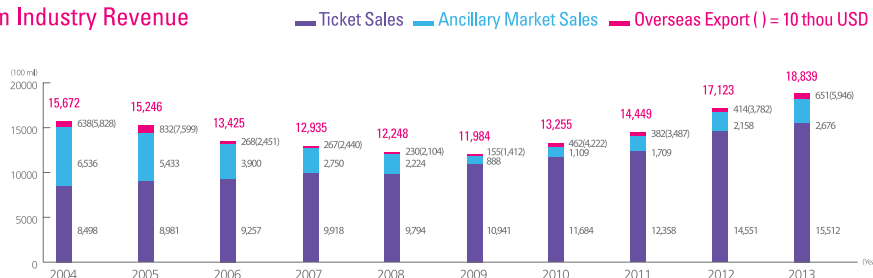
Box office in 2013 reached KRW 1.55 trillion, once again reaching a new benchmark with an increase of 6.6% over last year, while the number of admissions also increased about 9% year-on-year, setting a new record at 213.32 million viewers.¹⁾ Accordingly, average cinema admissions per capita reached 4.25, the second highest ratio in the world. Both admissions and box office reached new records, the former increasing 41.4% (150.83 million / 213.2 million) and the latter increasing 58.4% (KRW 979.4 billion / KRW 1.55 trillion) compared to 2008 when the Korean film industry was in its worst shape. Korean film admissions in 2013 in particular reached 127.3 million, a 100.3% increase from the 63.55 million recorded in 2008.

Exports showed positive trends as well. Thanks to the 'Snowpiercer Effect' and orders placed from China for technical services used in blockbuster films, exporting of finished films and technical services orders increased 83.7% and 26.8% year-on-year, respectively, while total exports reached USD 59 million (approximately KRW 65.1 billion), a 57.2% increase over 2012. The ancillary market also generated revenue of KRW 267.6 billion, a 24% growth over 2012 thanks to the sales increase generated by IPTV. With the help of sales increases in both domestic and international markets, return on investment (ROI) of Korean cinema maintained its surplus trend at 13.3% in 2012 followed by 15.2% in 2013. Accordingly, the Korean film industry continued to grow in both quality and quantity.

Admissions



Film Industry Revenue

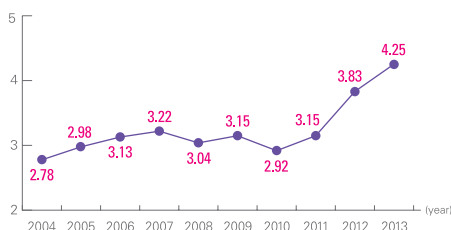


Sustained admission and sales revenue growth

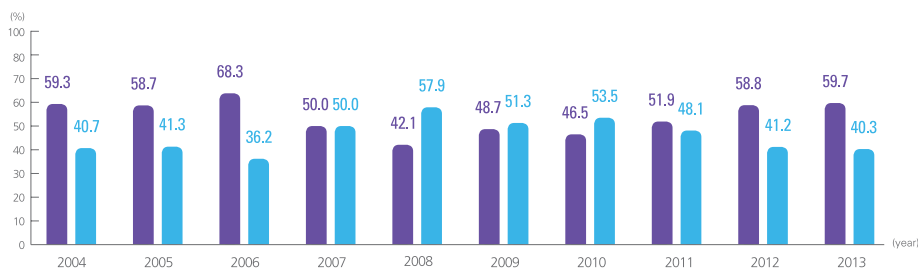
Ticket sales in 2013 increased 6.6% over 2012, leading to a record breaking KRW 1.55 trillion while admissions also reached a new benchmark at 213.32 million viewers with an increase of 9% over 2012. Just like the previous year, Korean films were the leading force behind the overall increase in admissions. Nine out of the top ten box office hits were Korean films resulting in 127.27 million admissions for local films, 11% higher than 2012, and accounted for 59.7% of total admissions. Because cinema admissions and ticket sales grew tremendously in 2012, expectations for 2013 had been to 'maintain the status quo,' at best. Yet *Miracle in Cell No.7* and *The Berlin File*, released during Lunar New Year season, *Secretly Greatly*, *Cold Eyes*, *Snowpiercer*, *Hide and Seek*, *The Terror*, *LIVE*, from the summer peak season, and later *The Attorney* swept over theaters throughout the year and succeeded in attracting spectators and

increasing overall admissions and Korean film admissions in large numbers compared to the year before. As a result, average admissions per capita in 2013 were 4.25, the second highest in the world. admissions in large numbers compared to the year before.

Admissions per capita



Market Share



Digital online ancillary market on the rise

In 2013, the digital online market grew 24% year-on-year, maintaining its growth momentum. IPTV and digital cable services (henceforth 'TV VOD'), which have been the major driving forces behind this growth, showed a 32.6% increase over 2012, generating sales of KRW 173.7 billion which accounted for 64.9% of the market. Likewise, sales for internet VOD were KRW 72.9 billion, 18% higher than the previous year. Package products took a different turn and were on a downward trend with an 8.7% decline. However, the positive aspect of this result is that the negative figure has decreased from last year when it declined 22.8%, thanks to the increase in Blu-ray sales.

Overall, numbers in the ancillary market reflected the strong performances of Korean films in cinemas. All top 10 films for TV VOD were domestic films while *Iron Man 3*, which was a success in theaters, barely made it to the upper ranks. This trend was repeated in the internet VOD market, partly as erotic films were included in the rankings.

An Overview of Korean Film Industry 2013

Korean films going global

- *Snowpiercer*, *A Wedding Invitation*, *The Last Stand*, *Stoker*, *Bunshinsaba 2*

Snowpiercer is significant in a sense that it was a Korean initiative supported by Korean capital and executed by Korean creative manpower that utilized international locations, companies and languages to target the international market. It was a major success domestically and its export revenue accounted for almost half of total Korean film exports in 2013. *A Wedding Invitation* is an excellent example of taking Korean content, modifying it for overseas local markets and then producing and distributing through local production systems. It will be a meaningful case to be referred to when exporting Korean films to the Asian region in the future.

Stoker, *The Last Stand* and *Bunshinsaba 2* are cases where Hollywood and China joined hands with Korea to utilize original stories, creative manpower (director, cinematographer) and actors. PARK Chan-wook, KIM Jee-woon and AHN Byung-ki were hired by local productions for these three films, coupled with director of photography JEONG Jeong-hun, KIM Jee-yong and CHOI Sang-mook. It is an example of Hollywood utilizing creative resources of Korean cinema, starting from original story and expanding the scope to actors, directors and camera work.



Snowpiercer, 2013

Director.

BONG Joon-ho

Cast.

Chris Evans, SONG Kang-ho, Ed Harris

Genre.

SF / Action / Drama

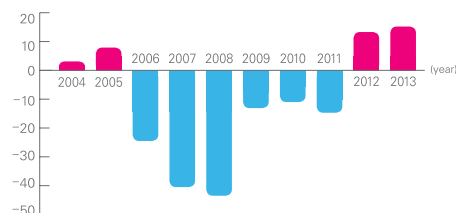
An Overview of Korean Film Industry 2013

Continued growth of return on investment

The average return on investment of the 63 commercial Korean films²⁾ released in 2013 was 15.2%, which was higher than the 13.3% from 2012. This is the highest rate of return since 2002 and considering that international sales of projects targeting global market such as *Snowpiercer* and *A Wedding Invitation* are barely reflected in the data, the actual percentage may even be higher. The two-digit ROI for two consecutive years was achieved through various means including the highest cinema admissions and sales revenue in history, rapid growth of Korean cinema exports and the continuous growth of the digital online market, which demonstrates that the industry, which had shown negative returns from 2006 through 2011, is now on a stable rise.

There were 19 projects that passed the break-even point, which is approximately 30.2% of the 63 total commercial films. Eight of those exceeded 100% returns, taking up about 12.7% of the total.

Return on Investment on Korean Film



A Wedding Invitation, 2013

Director.

OH Gi-hwan

Cast.

Peng Yu yan, Bai Bai He, Jiang Jing Fu

Genre.

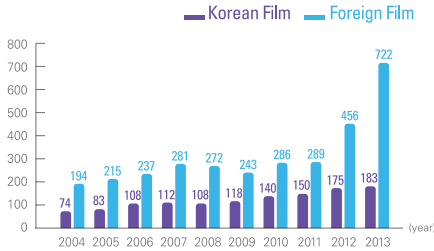
Romance / Drama

An Overview of Korean Film Industry 2013

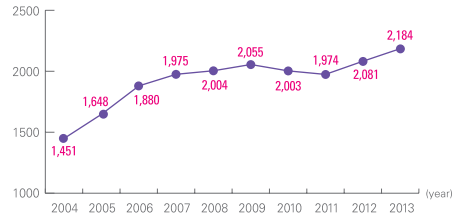
Increase in number of films released

The number of released films is on the rise as well. A total of 905 movies were released in theaters during 2013, a great leap from the 631 in 2012. As ancillary markets like IPTV emerge as major alternatives to cinema distribution, films that wish to add a line of advertisement reading 'released in theaters,' just as erotic films had done in the past, are being imported and released in large quantities. Nevertheless, the extent of the theatrical release for such films is very limited.

‘No. of Films Released



‘No. of Screens Nationwide



Admissions by distributor : CJ E&M on top for 11 consecutive years, a new strong contender in Korean film industry, N.E.W

CJ E&M distributed Korean films including *Snowpiercer*, *The Berlin File* and *The Spy: Undercover Operation* as well as American films such as *Turbo* and *G.I. Joe 2: Retaliation* to attract 25 million viewers (21.4% market share). The number of admissions as well as the market share declined from 54 million of 2012, but they still remained at the first place.

The good achievement of N.E.W at the second place mainly owes Korean hit films. They attracted 39 million viewers (18.4% market share) with *Miracle in Cell No. 7*, *The Attorney*, *Hide and Seek*, *Cold Eyes*, *New World* and *Montage*. The total of 21 films they distributed include 12 Korean films, which attracted 37 million viewers. It can be deduced from this fact that each of their Korean films were watched by 3 million viewers at average. N.E.W showed 11 Korean films to 19 million people in 2012. Since it was founded in 2008, it has gradually grown and finally beat 3 major investment and distribution enterprises of Korea, CJ E&M, Showbox and Lotte Entertainment. Rapid decision making as a relatively compact company and bold investment to potential of projects are thought to be what made such quick growth.

Lotte Entertainment, on the third place, presented Korean films including *The Terror*, *LIVE* and *Friend: The Great Legacy* and foreign films such as *World War Z* and *Red 2* to 32 film fans (14.9% market share). Showbox on the next place attracted 29 million viewers (13.7% market share) to theaters, where they watched one of 12 films including 11 Korean films like *The Face Reader* (9,134 thousand viewers) and *Secretly Greatly* and an American film *Killing Them Softly*.



Miracle in Cell No.7 2012

Director.

LEE Hwan-gyeong

Cast.

RYU Seung-ryong

Park Sin-hye

Gal So-won

Genre.

Comedy / Drama

Korean Film Market Share by Distributor, 2013

Rank	Distributor	No. of Titles	Box Office (KRW millions)	Market Share by Box Office	Audiences	Market Share by Admissions
1	NEW	12	268,280	29.5%	37,353,107	29.4%
2	CJ Entertainment	25	255,776	28.1%	35,556,804	28.0%
3	Showbox/Mediaplex, Inc.	12	208,176	22.9%	29,162,266	22.9%
4	Lotte Entertainment	16	119,830	13.2%	16,844,173	13.3%
5	i Love Cinema co., Ltd.	1	21,783	2.4%	3,118,847	2.5%
6	Twentieth Century Fox Korea	1	10,060	1.1%	1,422,844	1.1%
7	Cinus Entertainment	2.5	8,528	0.9%	1,227,013	1.0%
	Other	147.5	16,773	1.8%	2,423,493	1.9%
	Total	217	909,206	100%	127,108,547	100%

¹⁾ According to Screen Digest, a British company dedicated to cultural contents research and analysis, average annual cinema admissions per capita in 2012 was 4.9 in Iceland, 4 in Singapore, 3.9 in U.S., 3.7 in Australia, and 3.4 in France.

²⁾ 'Commercial film' here can be defined as films that are applicable to analytic research of Korean film investment returns, that tend to be produced and distributed under commercial initiatives (with total production cost of KRW 1 billion or releases at more than 100 screens nationwide).

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